

LEVEL I

10.5.5.
Label: Direct Mail
Plan 1984

	PRODUCT(S)	FINAL QC DATE	REPORT RELEASE DATE	PACKAGE WRITTEN DATE/RESPONSIBLE	LIST SOURCE/DEV. DATE/RESPONSIBLE	DIRECT MAIL DATE	START FOLLOW-UP (DATE)	COMPLETE FOLLOW-UP (DATE)	RESULTS
1.	(Multiclient) Software Productivity Solutions (2 vol)	9/1 Tyler	9/30	6/13 David	Field Sales Top 40 prospects 6/14-29 Jan W	Phase One: Field 6/14- 6/29	Field 6/14	Campaign 6/29	
	(MSSP/USSP)	"	"	" "	Input Mail List 6/29 Carol	Phase Two: Telemarketing/Direct Mail 6/29	7/6	9/15	
2.	Market Update: Discrete Manufacturing (MMDM)	done	6/21	Patricia	Input Mail List Carol				
3.	Successful RCS Strategies for the Mid 80s (MPST)	done	6/27	Randi	Input Mail List Carol				
4.	PC to Mainframe Reports (four):								
	-Processing and Systems Markets (MPPM)	6/29 Lumish		David	Input Mail List Carol				
	-Personal Computer Markets (MCPM)	7/15 OFlaherty		" "	" "				
	-Systems Applications Experiences (UEPM)	6/30 OFlaherty		" "	" "				
	-Communications (UTPM)	Khanna		" "	" "				
5.	Techniques for Training and Supporting End Users (UETR) PLUS	done	6/21	Patricia	Input Mail List Carol				
	Data Administration Experiences and Outlook (UCDA)	done	6/21	" "	" "				

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Level I continued...

6.	PRODUCT(S)	FINAL QC DATE	REPORT RELEASE DATE	PACKAGE WRITTEN DATE/RESPONSIBLE	LIST SOURCE/DEV. DATE/RESPONSIBLE	DIRECT MAIL DATE	START FOLLOW-UP (DATE)	COMPLETE FOLLOW-UP (DATE)	RESULTS
	Customer Svc: Large Sys- tems (four reports):			Input Mail List					
				Randi	Carol				
	-User Requirements (FLS5)	done	shipped	" "	" "				
	-Competitive Environ. (FLS6)	Erlandson		" "	" "				
	-Software Maintenance (FLS7)	OFlaherty		" "	" "				
	-Annual Report (FLS8)	Kemp		" "	" "				

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Level II

	PRODUCT(S)	FINAL QC DATE	REPORT RELEASE DATE	PACKAGE WRITTEN DATE/RESPONSIBLE	LIST SOURCE/DEV. DATE/RESPONSIBLE	DIRECT MAIL DATE	START FOLLOW-UP (DATE)	COMPLETE FOLLOW-UP (DATE)	RESULTS
1.	On-line Data Base Markets 1984-1989 (MPOL)	in QC Keen		Patricia	Carol				
2.	Strategies for New Tele- communications Opportuni- ties (MPTC)	Lumish		Patricia	Carol				
3.	Two Reports: New Trends and Opportunities in Fourth Gen. Languages (MSFG)			Randi	Carol				
	PLUS Opportunities in Fourth Gen. Lang. (UFGL/83)	done	shipped	" "	" "				
4.	Telecommunications Module of ISP (six reports):			Patricia	Carol				
	-Strategic Analysis & Forecast (UTAR)	Khanna		" "	" "				
	-PC to Mainframe Communications (UTPM)	Khanna		" "	" "				
	-LAN/CBX Directions & Opportunities (UTCL/ UTLA)	Khanna		" "	" "				
	-Strategies & Tactical Plan. Methods for Telecommunica.(UTPL)	Khanna		" "	" "				
	-Telecommunications Interfaces for mid 80s (UTTI)	Khanna		" "	" "				
	-SNA Networks:Challenges and Opportunities (UTSN)	Khanna		" "	" "				
5.	ADAPSO: Annual Survey of the Info. Svc. Industry (YAD7)	Peterson		David	ADAPSO Prospect list-Jan W Input Mail List- Carol				

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Level II continued...

6.	PRODUCT(S)	FINAL QC DATE	REPORT RELEASE DATE	PACKAGE WRITTEN DATE/RESPONSIBLE	LIST SOURCE/DEV. DATE/RESPONSIBLE	DIRECT MAIL DATE	START FOLLOW-UP (DATE)	COMPLETE FOLLOW-UP (DATE)	RESULTS
	Customer Svc: Small Systems (four reports):			Randi	Input Mail List Carol				
	-User Requirements (FSS5)	done	shipped	" "	" "				
	-Competitive Environ- ment (FSS6)			" "	" "				
	-Software Maintenance (FSS7)	Brusuelas		" "	" "				
	-Annual Report (FSS8)	OFlaherty		" "	" "				
		Kemp							

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Level III

	PRODUCT(S)	FINAL QC DATE	REPORT RELEASE DATE	PACKAGE WRITTEN DATE/RESPONSIBLE	LIST SOURCE/DEV. DATE/RESPONSIBLE	DIRECT MAIL DATE	START FOLLOW-UP (DATE)	COMPLETE FOLLOW-UP (DATE)	RESULTS
1.	Acquisition Strategy Report (MMAC)	7/17 Lumish		Randi	Input Mail List Carol				
2.	Annual Reports (three): -Processing & Systems Markets (MPAR)	8/15 Lumish		Patricia	Input Mail List Carol				
	-Software Markets (MSAR)	OFlaherty		" "	" "				
	PC Markets (MCAR)			" "	" "				
3.	ISP Annual Reports(four): -Information Systems (UUAR)			Patricia	Input Mail List Carol				
	-Office Systems			" "	" "				
	-Software Systems	OFlaherty		" "	" "				
	-Telecommunications	Khanna		" "	" "				
4.	Customer Svc-Office Systems (four reports):			Randi	Input Mail List Carol				
	-User Requirements (FOP5)	done	shipped	" "	" "				
	-Competitive Environ. (FOP6)	Brusuelas		" "	" "				
	-Software Maintenance (FOP7)	OFlaherty		" "	" "				
	-Annual Report (FOP8)	Kemp		" "	" "				

